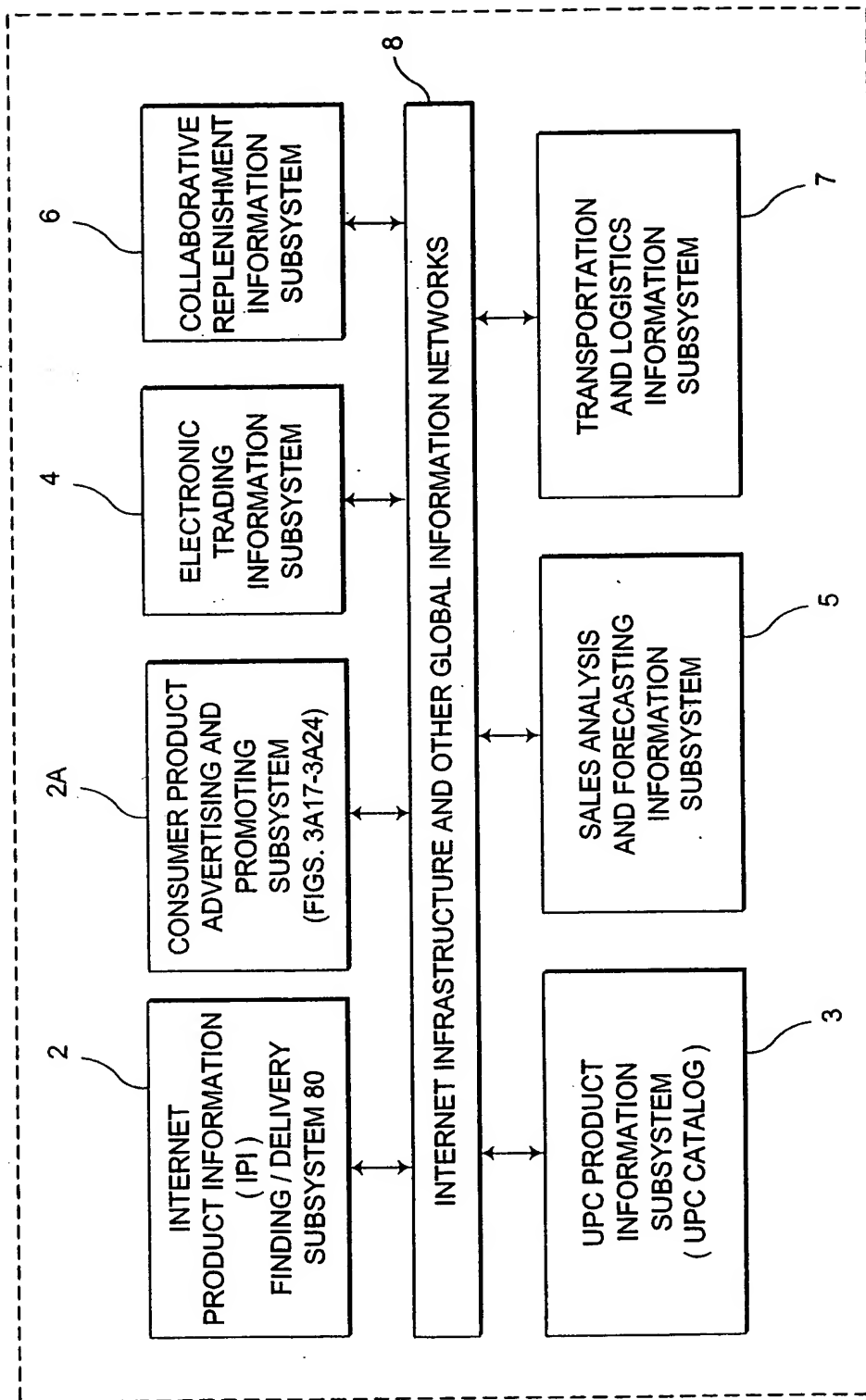


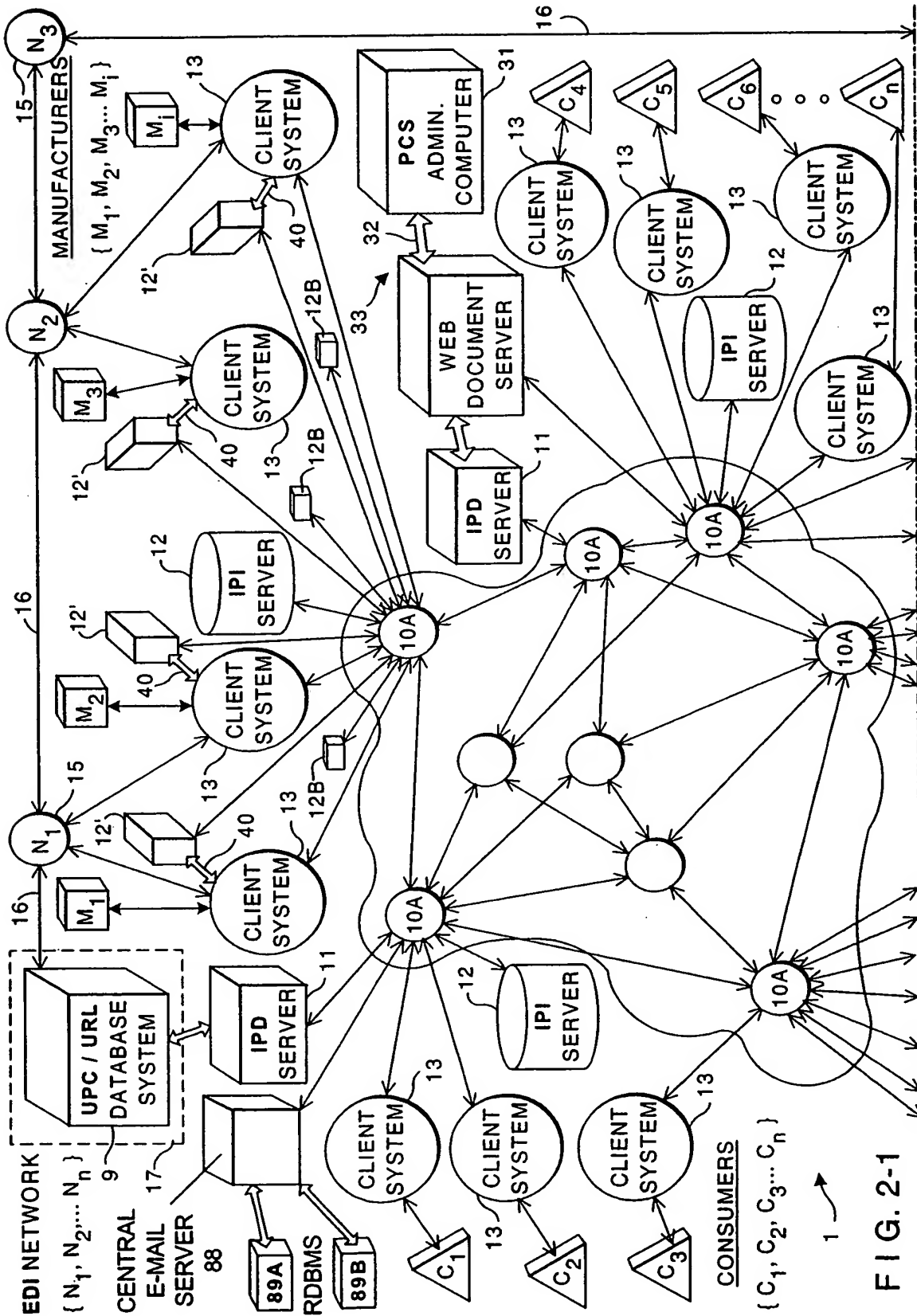
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First Illustrative Embodiment

FIG. 1

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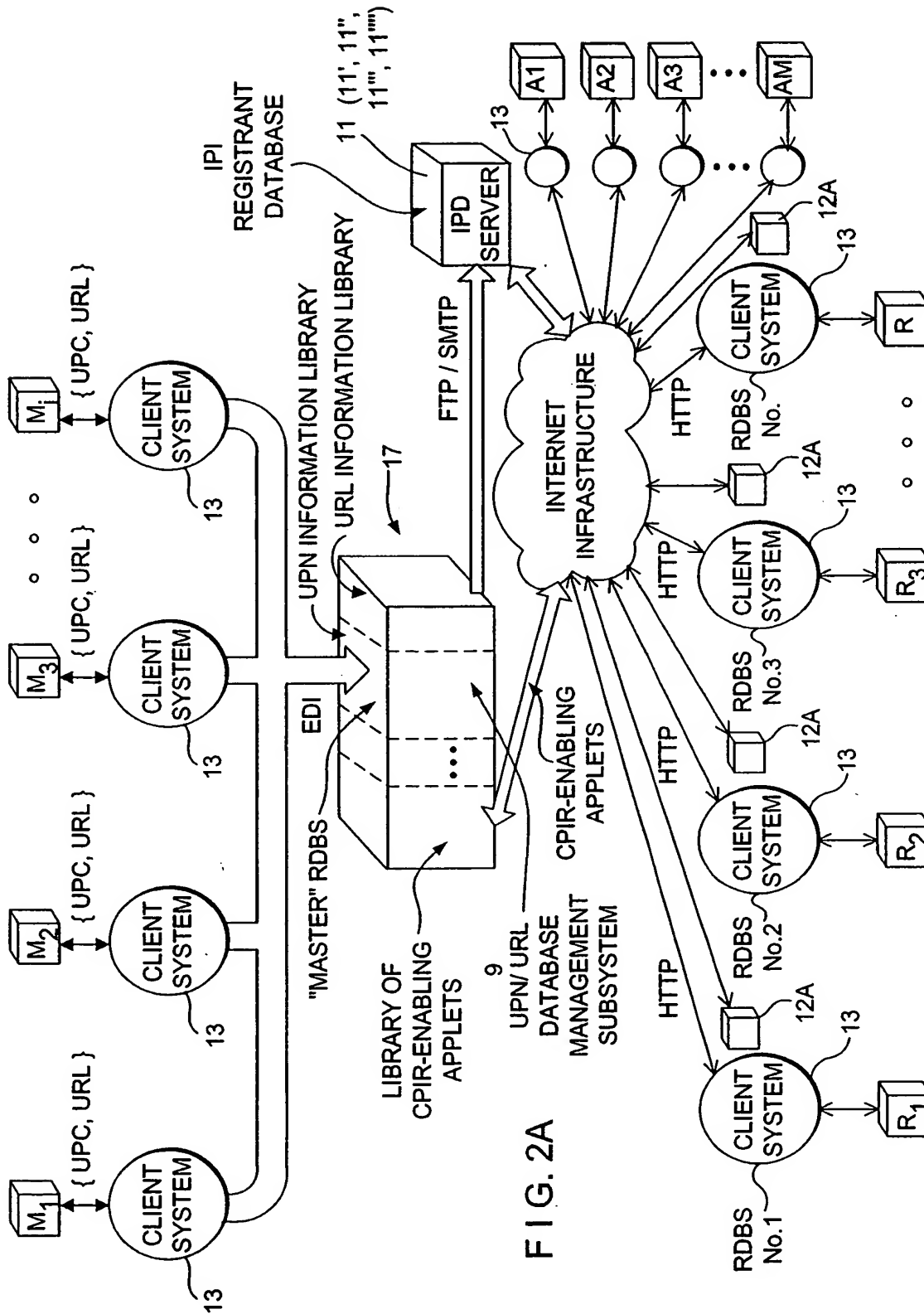
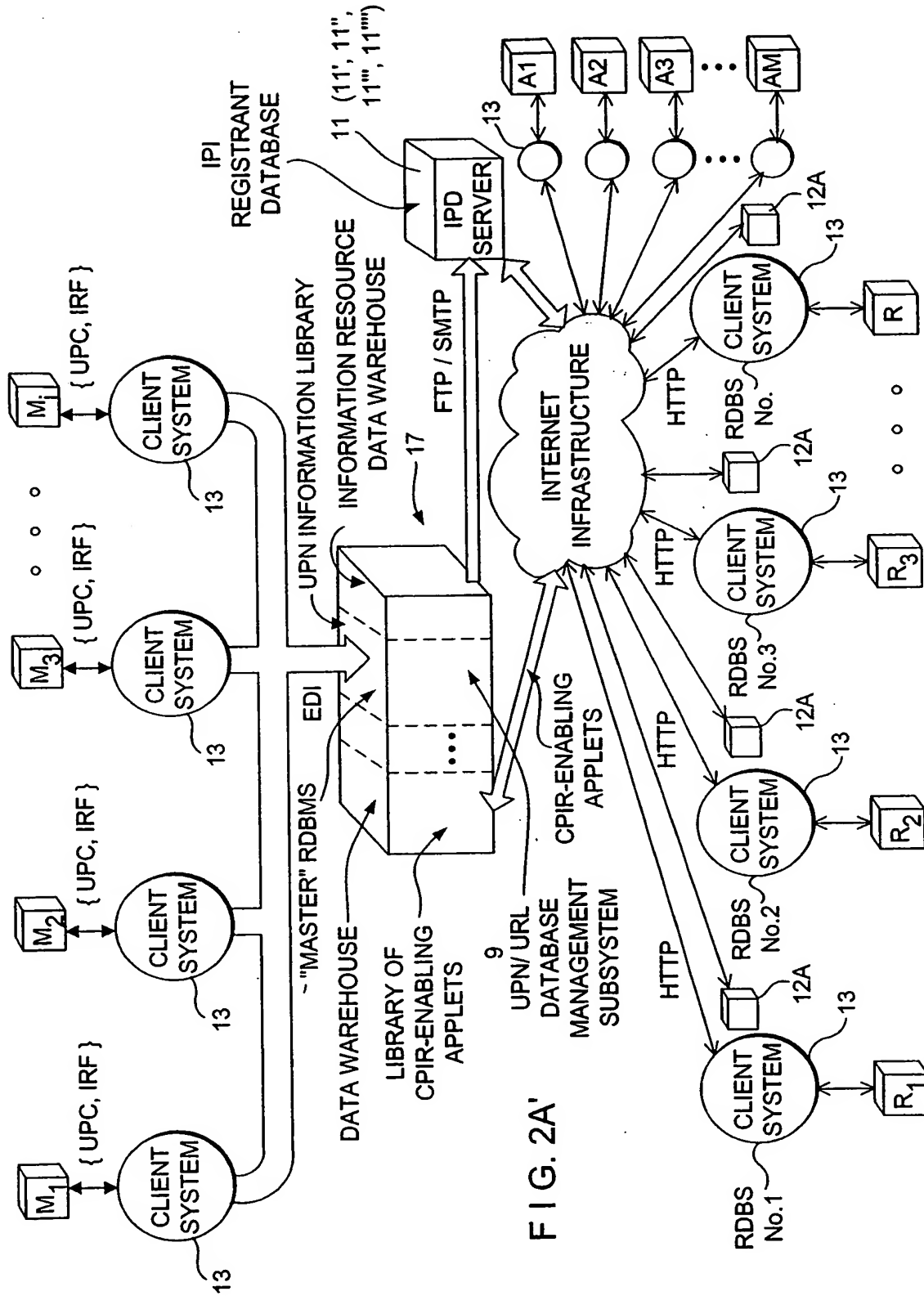


FIG. 2A

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MECHANISM FOR ACCESSING CONSUMER PRODUCT INFORMATION FROM RDBMS
SERVER USING SERVER-SIDE APPLETS EMBEDDED IN HTML DOCUMENTS

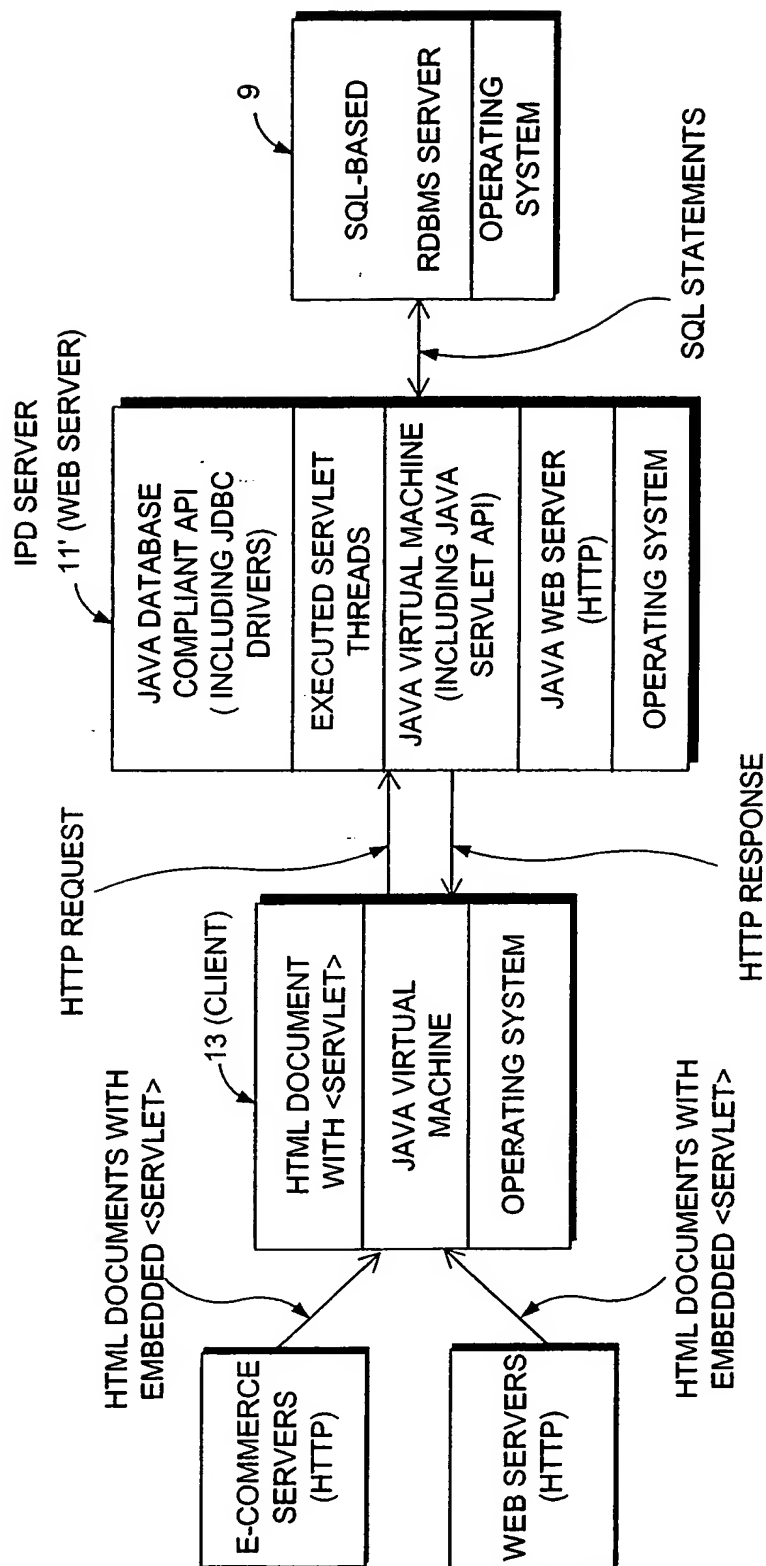


FIG. 2B1

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MECHANISM FOR ACCESSING CONSUMER PRODUCT INFORMATION FROM RDBMS
SERVER USING CLIENT-SIDE APPLETS EMBEDDED IN HTML DOCUMENTS AND CGIs

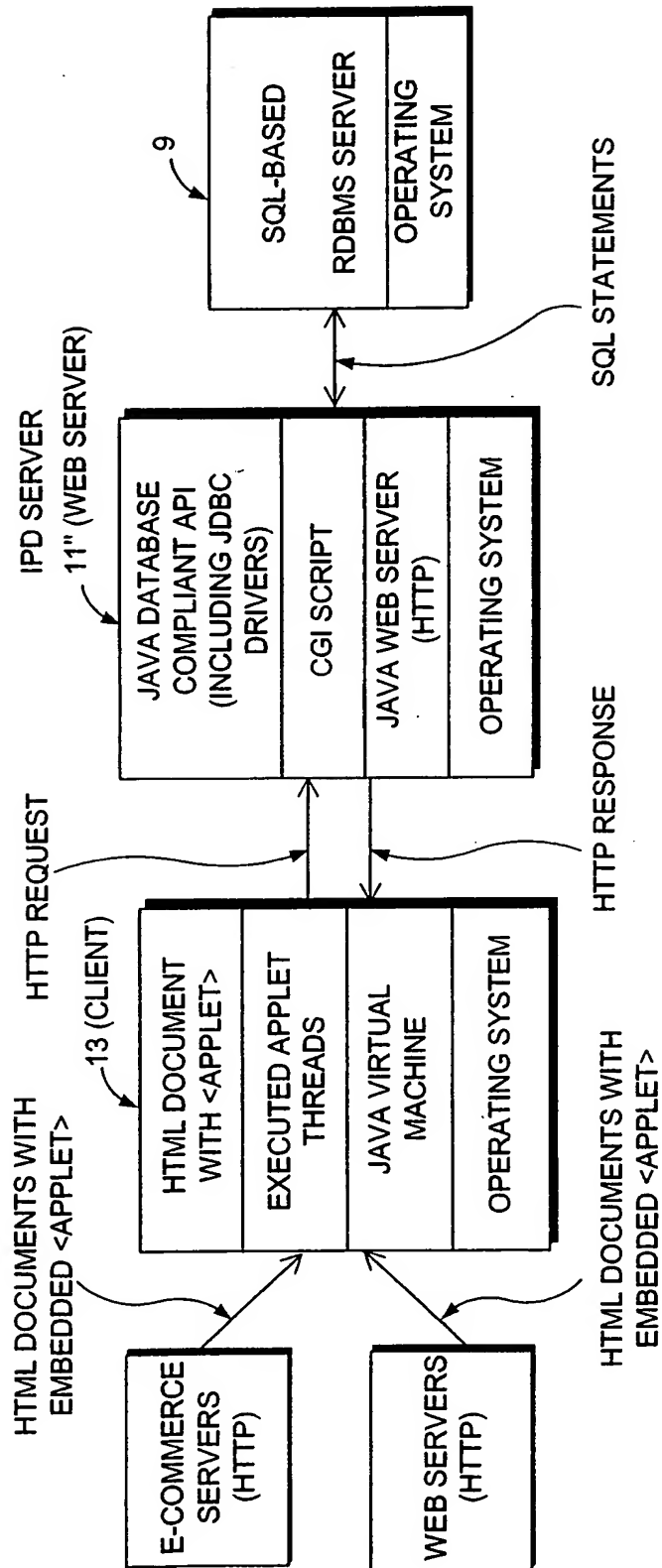


FIG. 2B2

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MECHANISM FOR ACCESSING CONSUMER PRODUCT INFORMATION FROM RDBMS SERVER USING CLIENT-SIDE APPLETS EMBEDDED IN HTML DOCUMENTS AND SOCKET CONNECTIONS

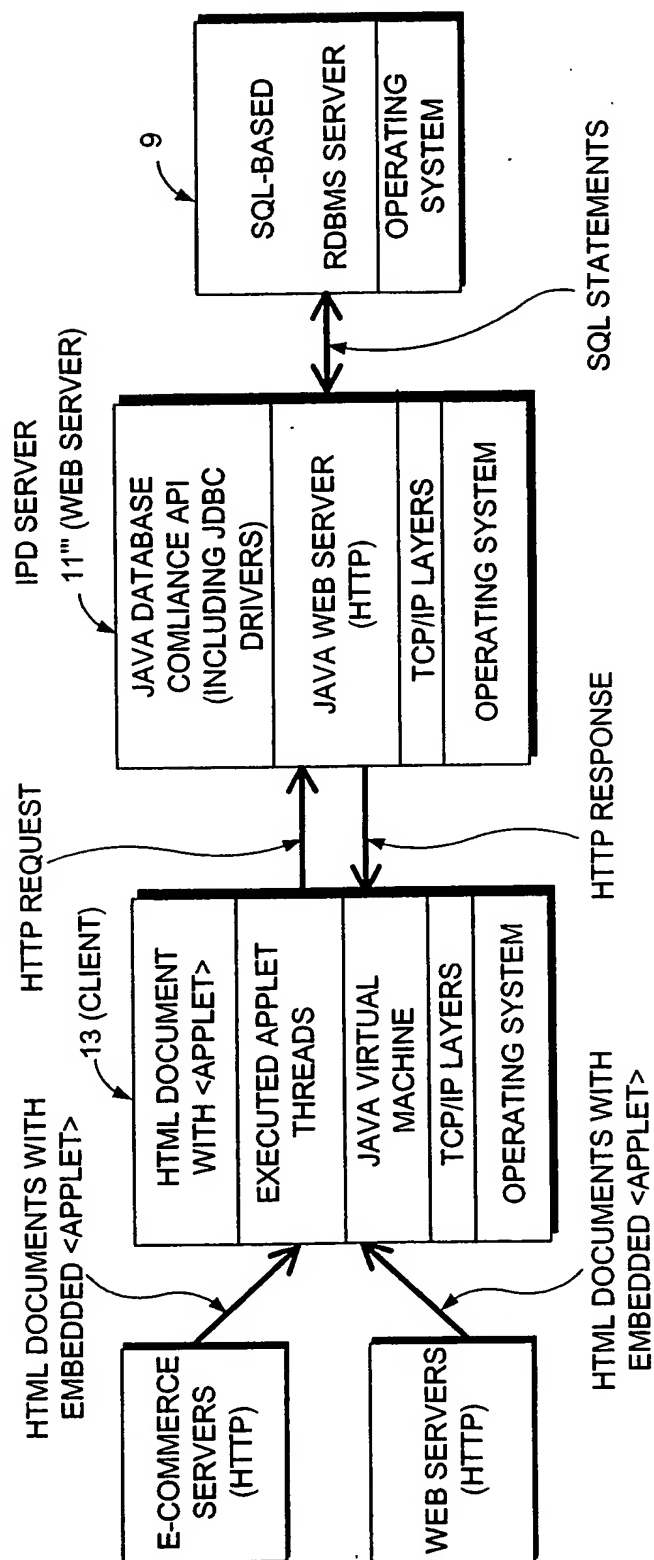


FIG. 2B3

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MECHANISM FOR ACCESSING CONSUMER PRODUCT INFORMATION FROM
RDBMS SERVER USING CLIENT-SIDE APPLETS EMBEDDED IN HTML DOCUMENTS
AND REMOTE METHOD OF INVOCATION (RMI) ON JAVA WEB SERVER

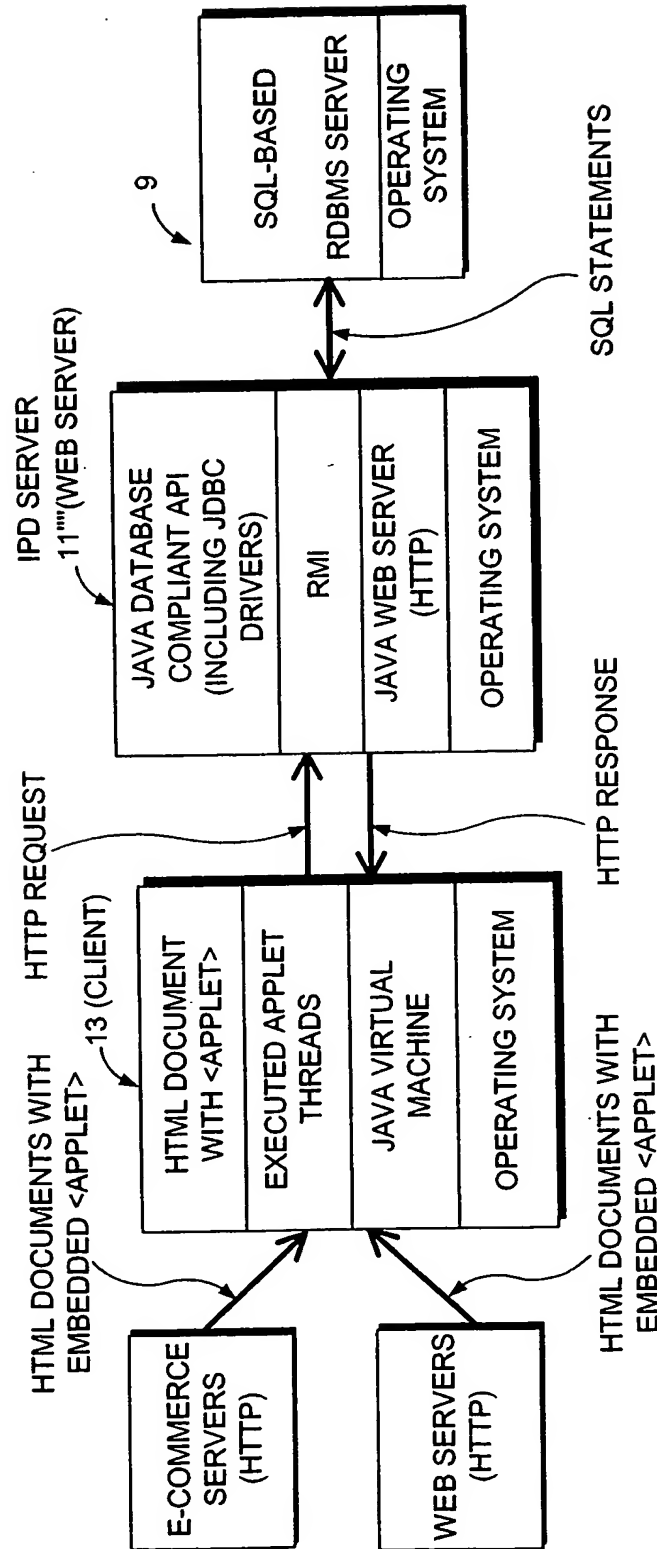


FIG. 2B4

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DISTRIBUTED METHOD AND SYSTEM OF UPC/URL MANAGEMENT OVER A LAN OR WAN

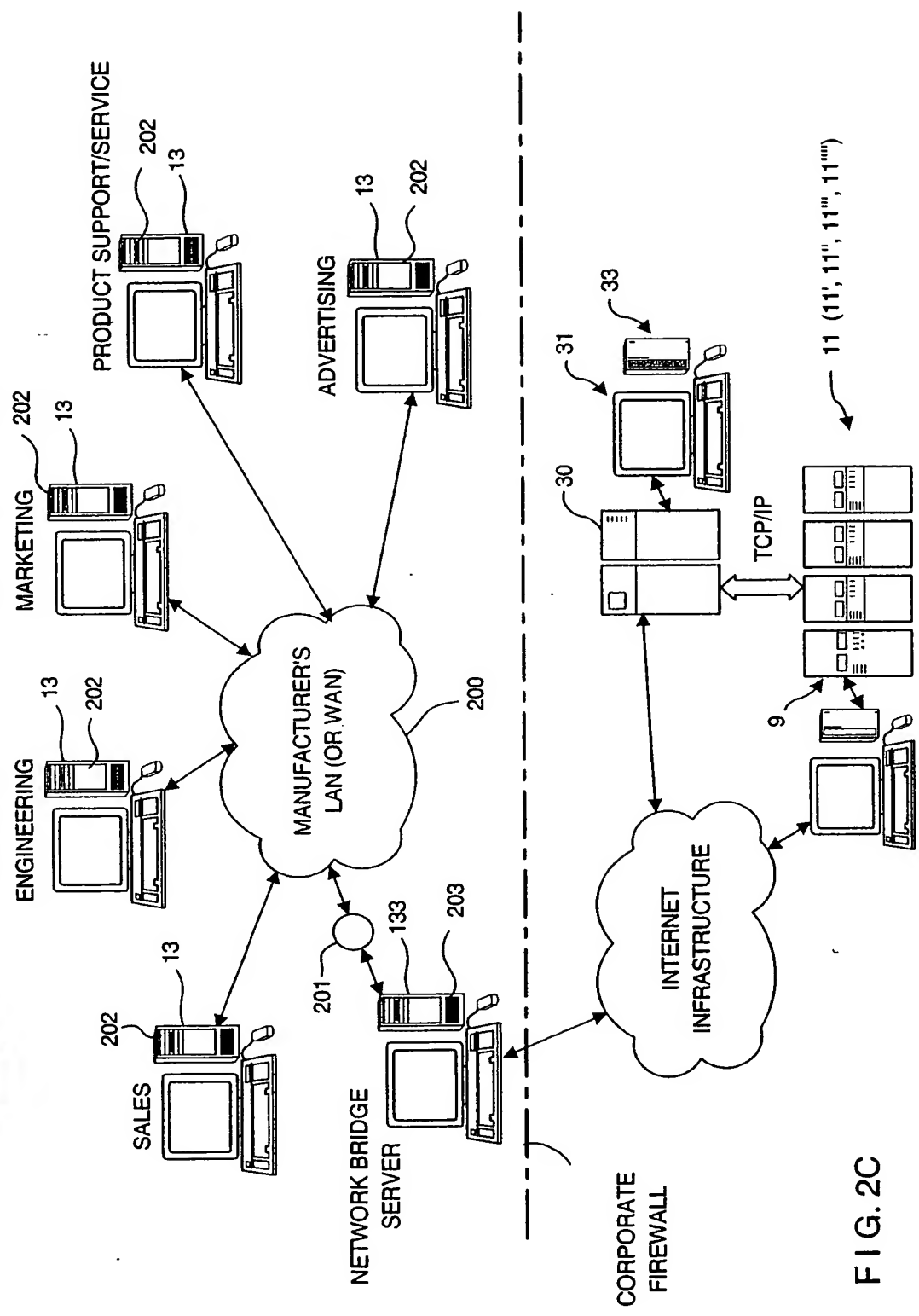


FIG. 2C

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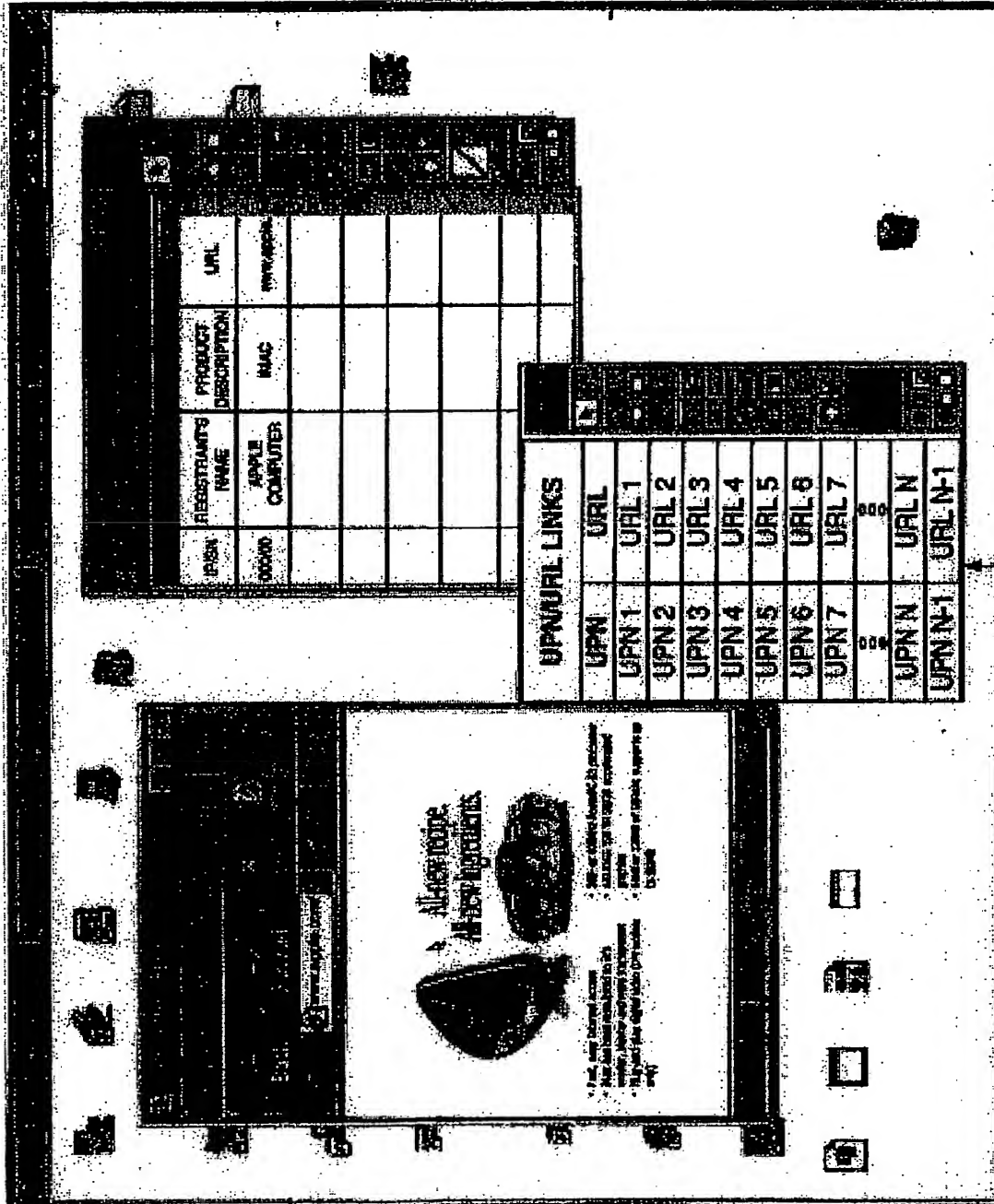


FIG. 2C1

400

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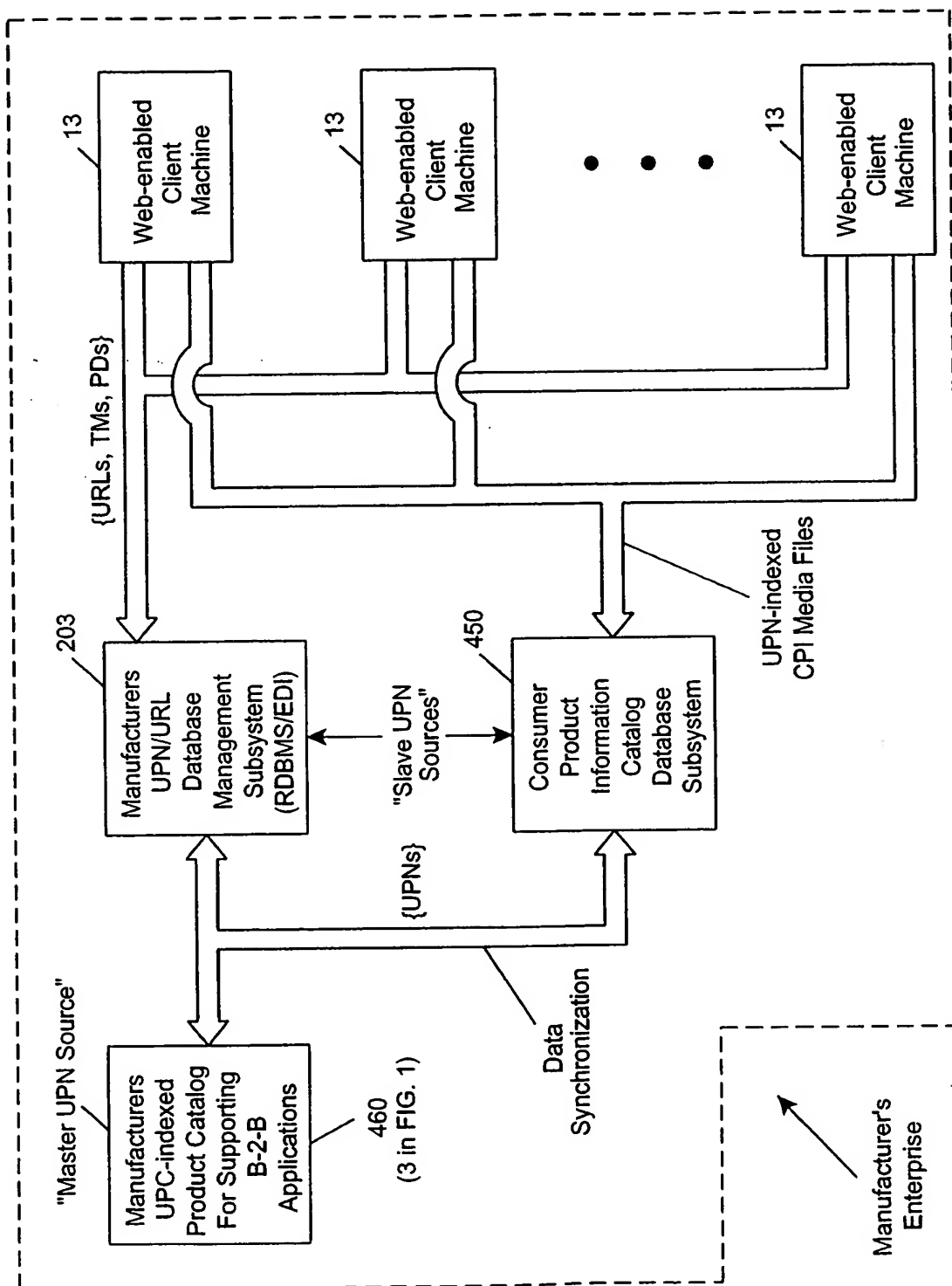


FIG. 2C2

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Brandlinx™
CPI LCMT
Software

UPN

TM 1

Pre Pur-chase

URL CAT 1

URL 1,1

URL 1,2

URL

TM 2

Post Pur-chase

URL CAT 2

URL 2,1

URL 2,2

URL

URL CAT 3

URL 3,1

URL 3,2

URL

URL CAT 4

URL 4,1

URL 4,2

URL

URL CAT 5

URL 5,1

URL 5,2

URL

URL CAT 6

URL 6,1

URL 6,2

URL

URL CAT 7

URL 7,1

URL 7,2

URL

URL CAT 8

URL 8,1

URL 8,2

URL

PD

FIG. 2C3

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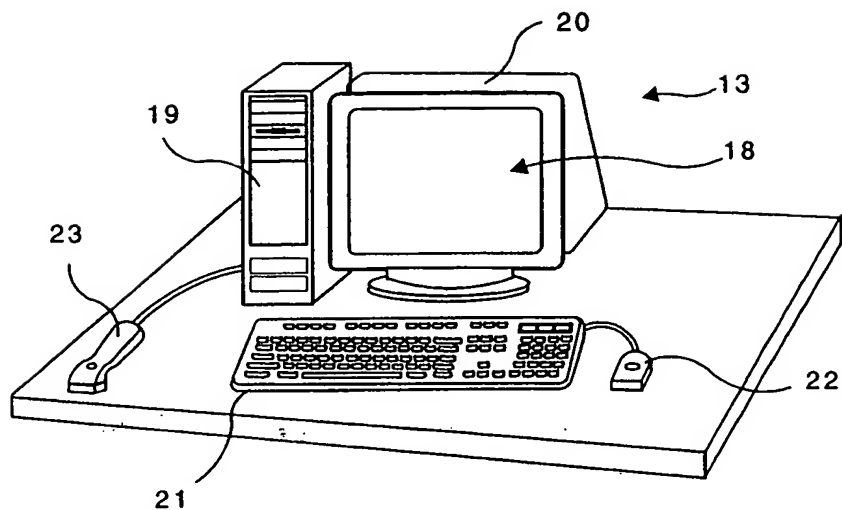


FIG. 3A1

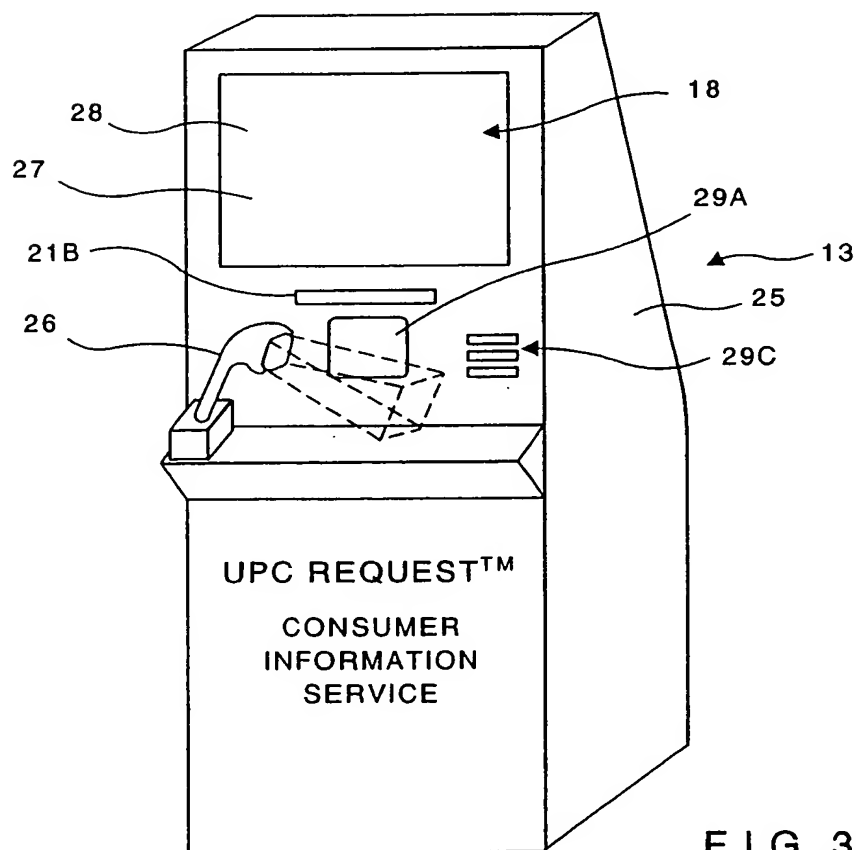


FIG. 3A2

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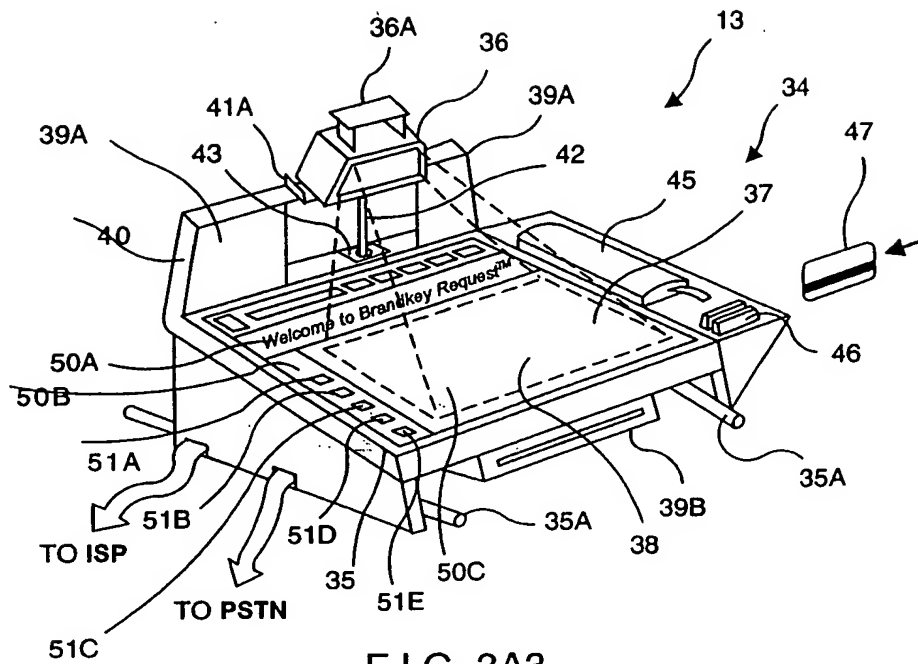


FIG. 3A3

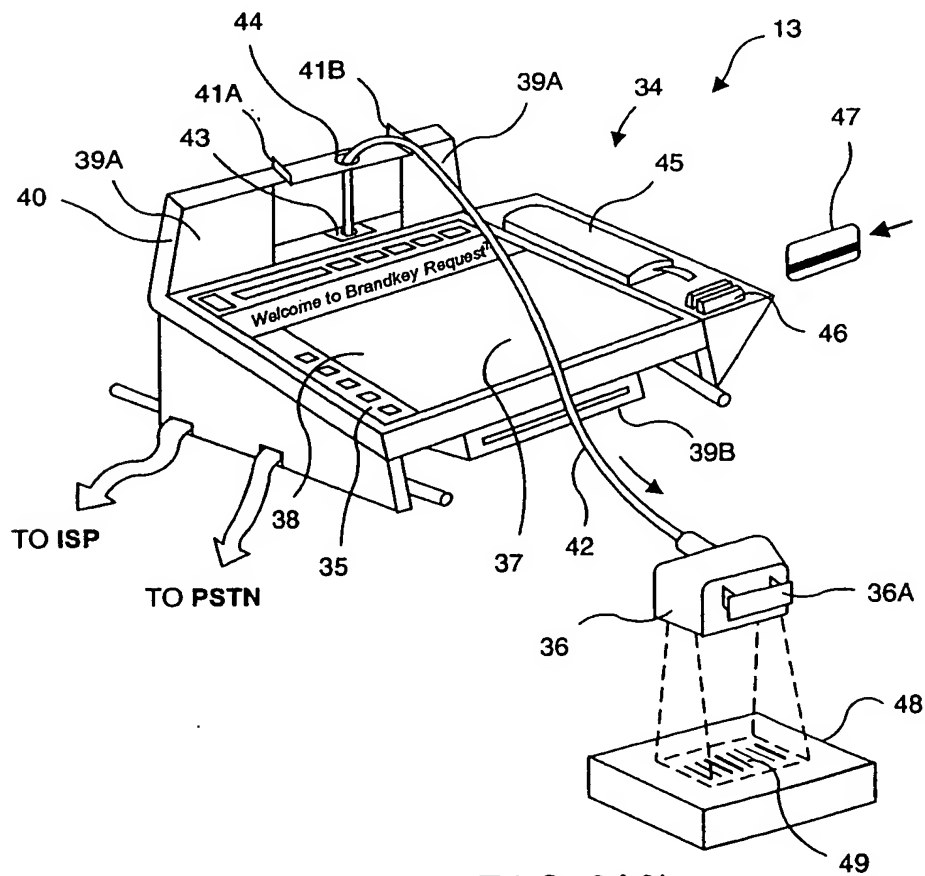


FIG. 3A3'

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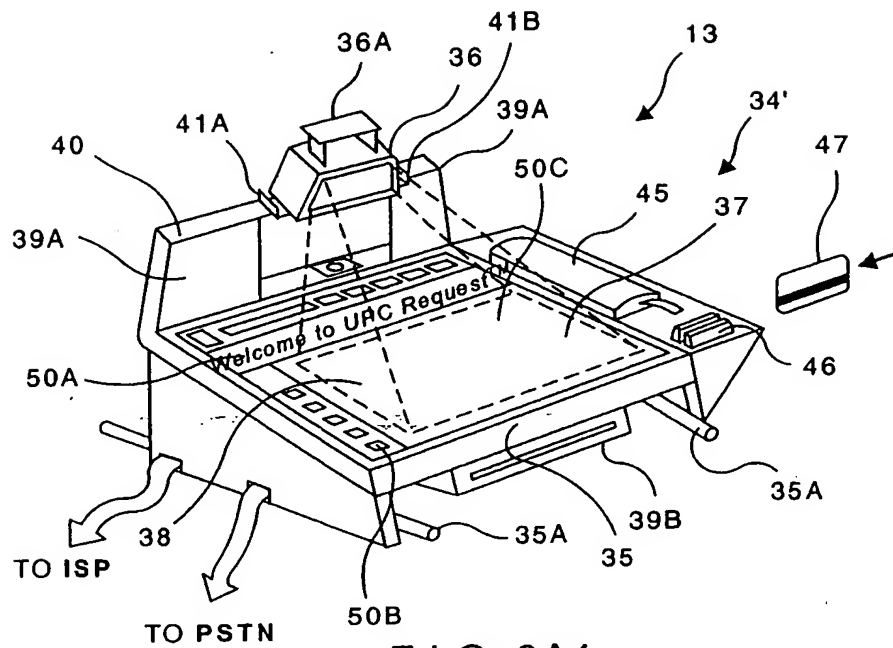


FIG. 3A4

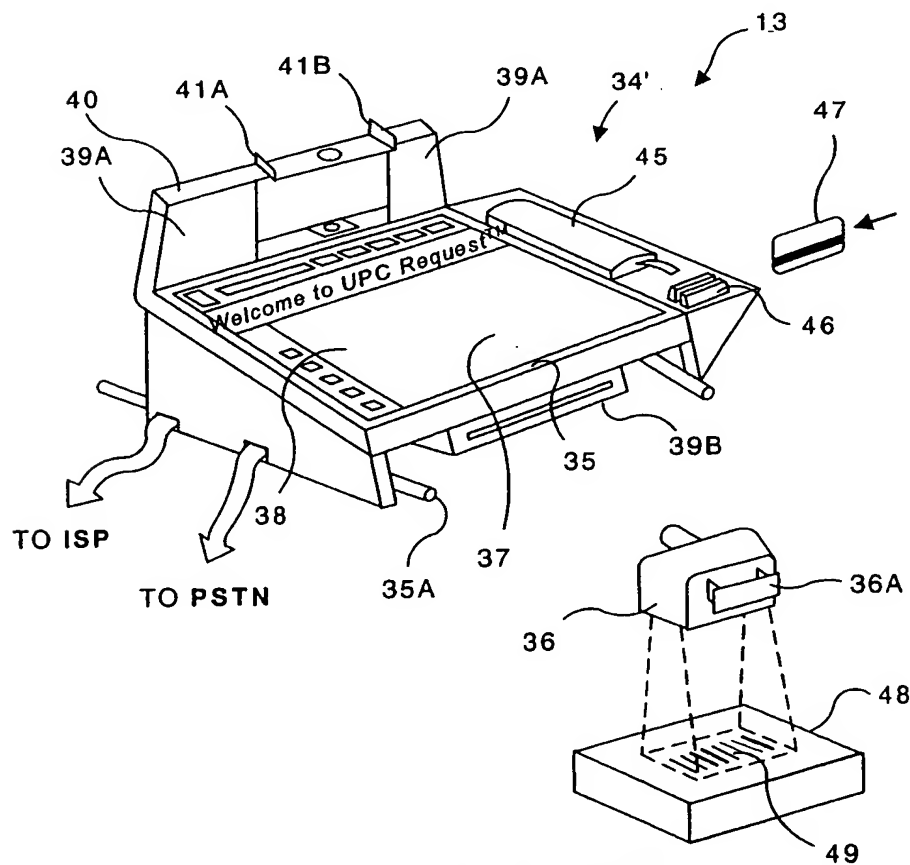


FIG. 3A4'

IP / SN	REGISTRANT'S NAME AND ADDRESS	PRODUCT DESCRIPTION	UNIFORM RESOURCE LOCATOR (URL)	TRADE/ SERVICE MARKS	e-mail ADDRESS	CPIR APPLETS	STATUS
7/18908/ 17674/0	APPLE COMPUTER, INC. CUPERTINO, CA.	POWER MAC 7600/120 COMPUTER	http:// www.power.com/pc	POWER MAC			
0/373/100/6	PROCTOR & GAMBLE	TOOTH PASTE	http:// www.tooth.com/pc	CREST			
3/12547/ 68404/0	WARNER WELCOME	ACID REDUCER	http:// www.zantac.com/pc	ZANTAC ZANTAC 75			
0/00005/ 17643/4	KODAK, INC.	FILM PROCESSING	http:// www.kodak.com/pc	KODAK			
• • •	• • •	• • •	• • •	• • •	• • •	• • •	• • •
0/27242/ 51057/9	SONY, INC.	PERSONAL COMPUTER	http://www.sony.com/ pc	SONY			

CONSUMER PRODUCT INFO. REQUEST,
CPIR-ENABLING APPLETT LIBRARY

FIG. 4A1

URL _i	PRODUCT SPECIFICATION INFORMATION FIELD	PRODUCT UPDATE INFORMATION FIELD	PRODUCT WARRANTY / SERVING INFORMATION FIELD	PRODUCT INCENTIVE INFORMATION FIELD	PRODUCT REVIEW INFORMATION FIELD	MISCELLANEOUS INFORMATION FIELD	PRODUCT ADVERTISING INFORMATION FIELD
...

FIG. 4A2

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Annotated Sheet

IP / S N	REGISTRANT'S NAME AND ADDRESS	PRODUCT DESCRIPTION	TRADE/SERVICE MARKS	E-MAIL ADDRESS	STATUS
7/05089/37460/7	NETSCAPE COMMUNICATIONS CORP.	INTERNET NAVIGATOR	NETSCAPE, NAVIGATOR		
0/30000/01020/4	QUAKER, INC.	OATMEAL	QUAKER		
0/496/390/1	COLA COLA, INC.	COCA SODA	COCA - COLA, COKE		
0/7599/24245/2	WARNER BROS.	PAT METHANY AUDIO CD	GEFFEN		
:	:	:	:	:	:
:	:	:	:	:	:

FIG. 4B

Manufacturer	
Company Name	
Street Address	
City	
State	
Postal Code	
Country	
Manufacturer ID Number	
Contact Person	
Phone Number	
E-Mail	
Domain Name	
Website Creation Date	
Website Existence	
Manufacturer Website URL	

FIG. 4C1

Consumer Product	
UPC Number	
Company Name	
Manufacturer ID Number	
Manufacturer Product Number	
Manufacturer Website URL	
Product Description	

Information Resources on the WWW	
UPC Number	
Manufacturer ID Number	
Manufacturer Product Number	
Company Name	
URL for Product Description	

FIG. 4C

Manufacturer	
Company Name	A
Street Address	A
City	A
State	A
Postal Code	A
Country	A
Manufacturer ID Number	A
Contact Person	A
Phone Number	A
E-Mail	A
Domain Name	A
Website Creation Date	D
Website Existence	A
Manufacturer Website URL	A

Consumer Product
UPC Number
Company Name
Manufacturer ID Number
Manufacturer Product Number
Manufacturer Website URL
Product Description
Primary Trademark
Secondary Trademark
Package Type
UPC Symbol Type
Website Marking on Package
800 Consumer Phone Number

FIG. 4C2

Info. Resources on WWW
UPC Number
Manufacturer ID Number
Manufacturer Product Number
Company Name
URL For Product Description
URL For Product Manual
URL For Warranty Service
URL For WWW Advertisement
URL For WWW Advertisement
URL For WWW Advertisement
URL For Product Wholesaler
URL For Product Wholesaler
URL For Product Wholesaler
URL For Product Retailer No.1
URL For Product Retailer No.2
URL For Product Retailer No.3
URL For Direct Product Purchase
URL For Complementary Product
URL For Complementary Product
URL For Complementary Product
URL For Company Annual Report
URL For Company Stock Purchase

FIG. 4C3

RETAILER
Company Name
Street Address
City
State
Postal Code
Country
Manufacturer ID Number
Contact Person
Phone Number
E-Mail
Domain Name
Website Creation Date
Website Existence
Manufacturer Website URL
Manufacturer No. 1
Manufacturer No. 2
Manufacturer No. 3
Manufacturer No. 4
Manufacturer No. 5
Manufacturer No. 6
Manufacturer No. 7
Manufacturer No. 8
Manufacturer No. 9
Manufacturer No. 10
⋮
Manufacturer No. N

FIG. 4D

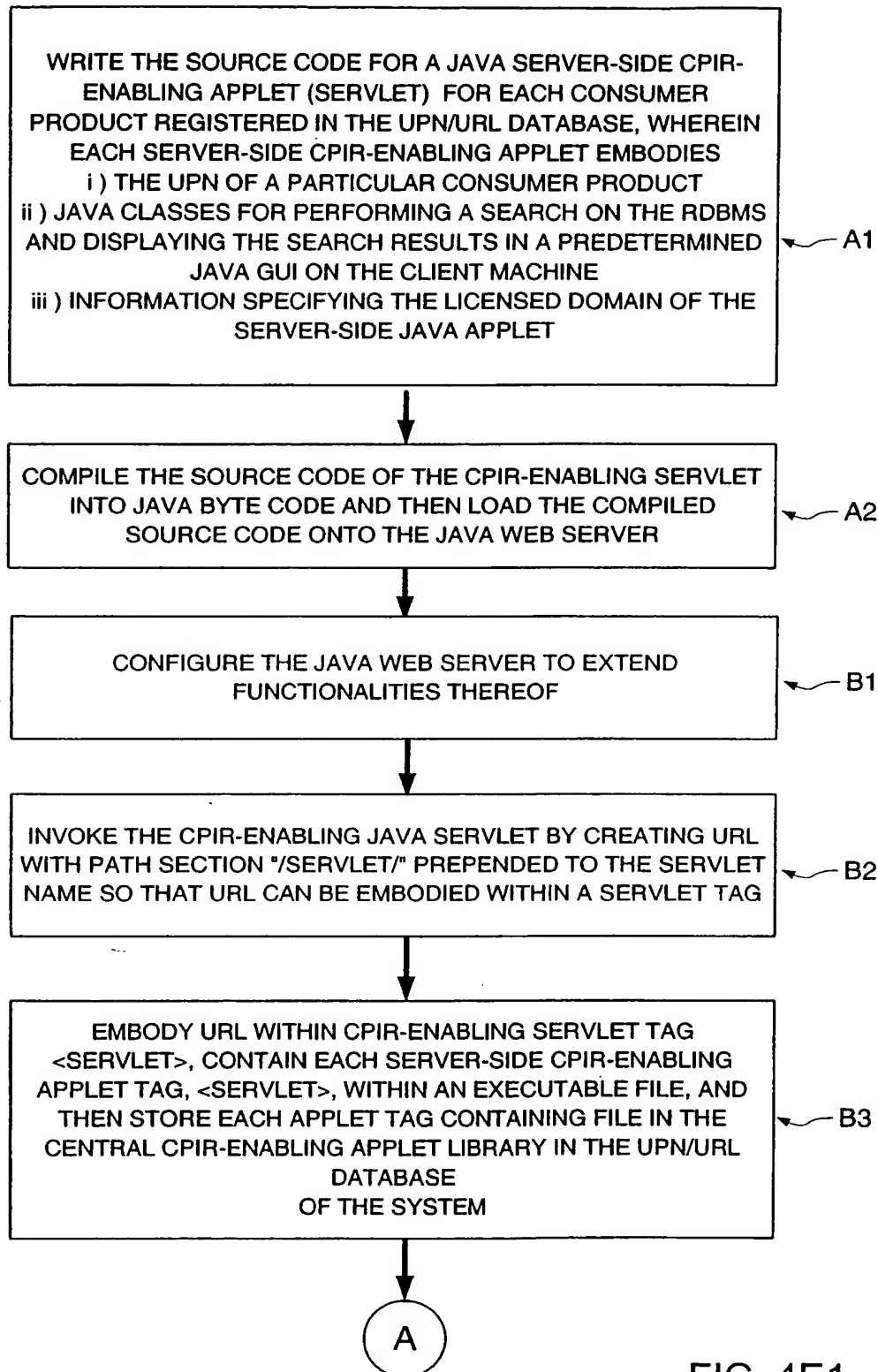


FIG. 4E1

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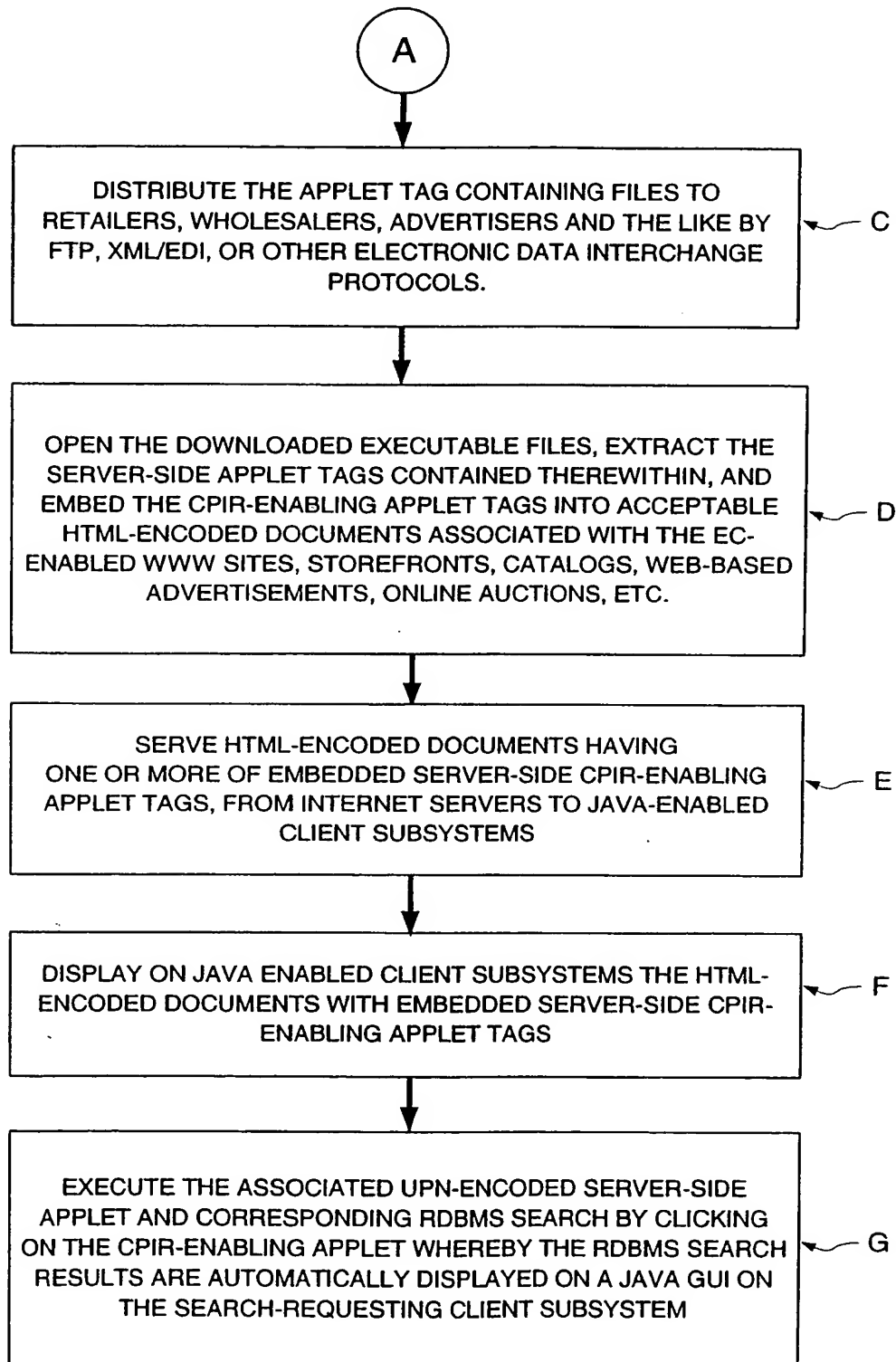


FIG. 4E2

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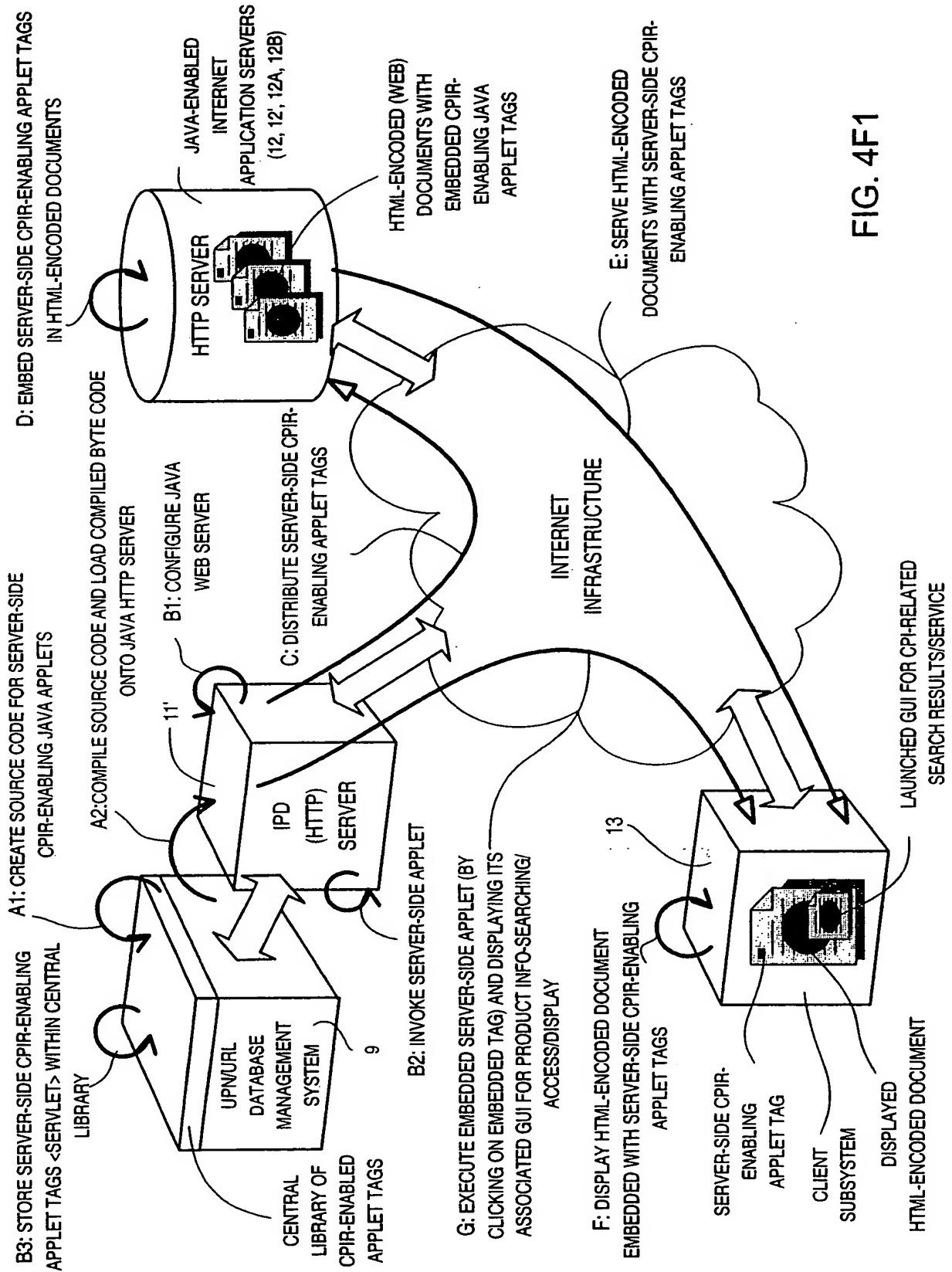
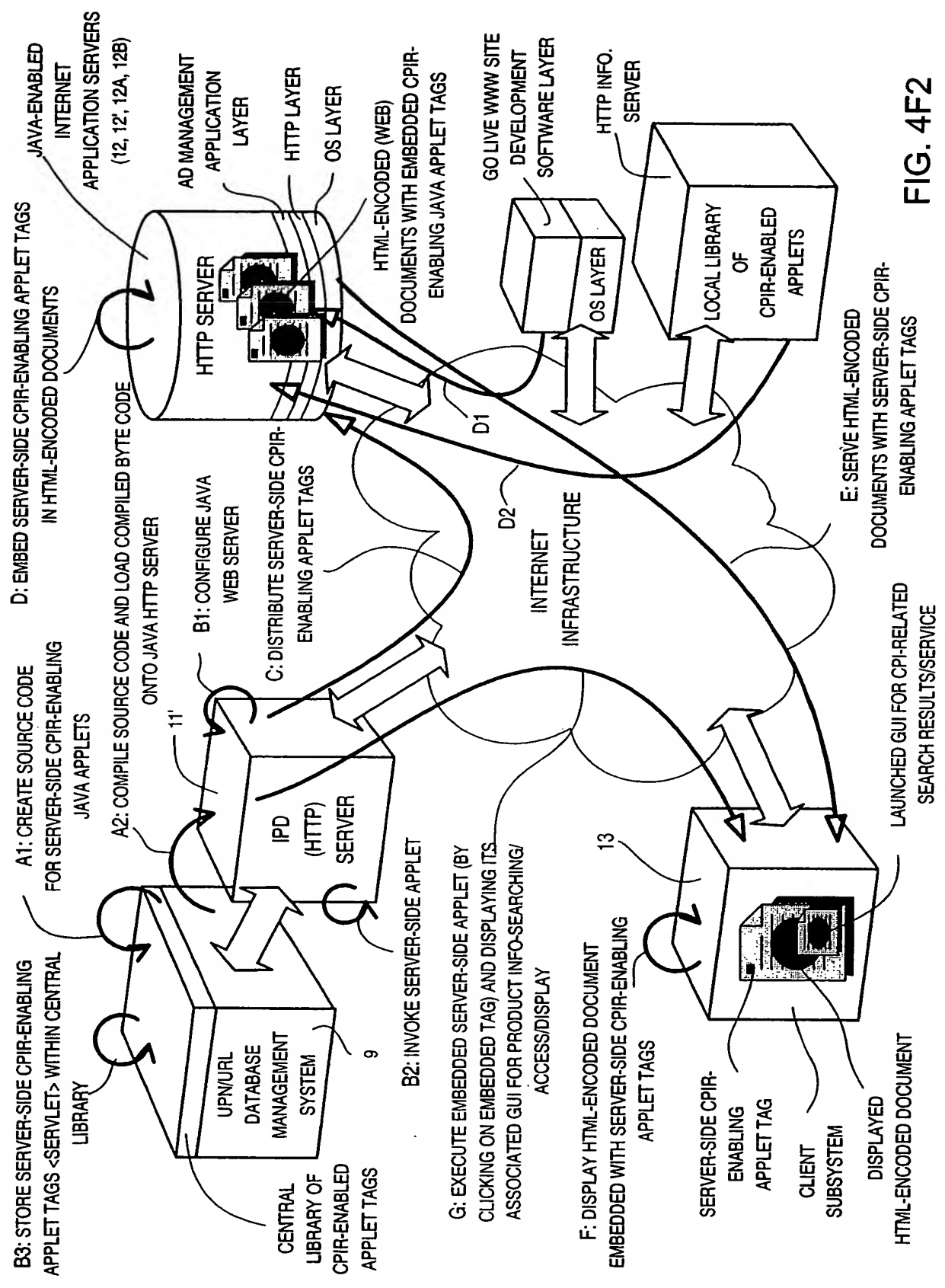


FIG. 4F1

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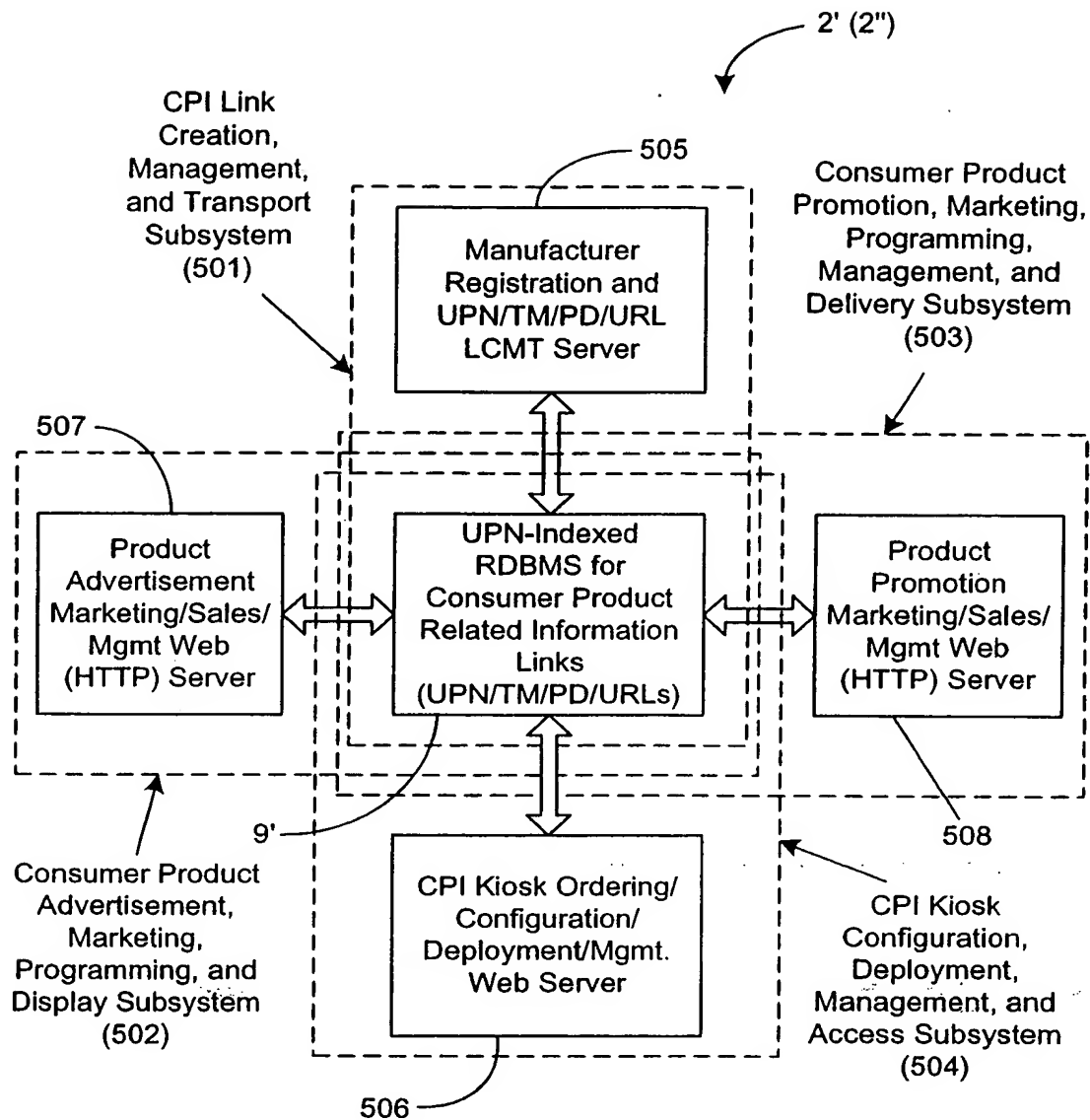


FIG. 9A

5

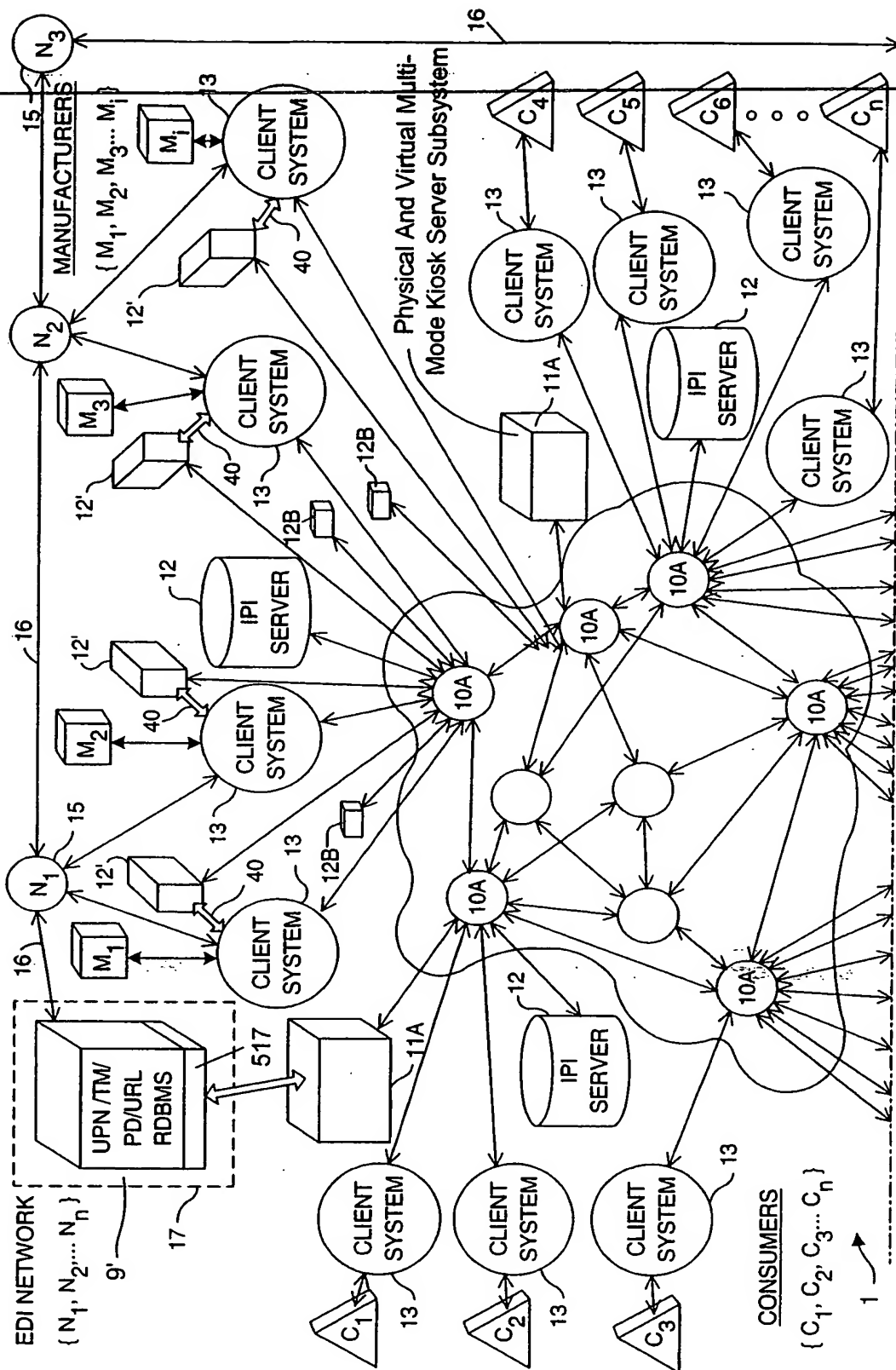
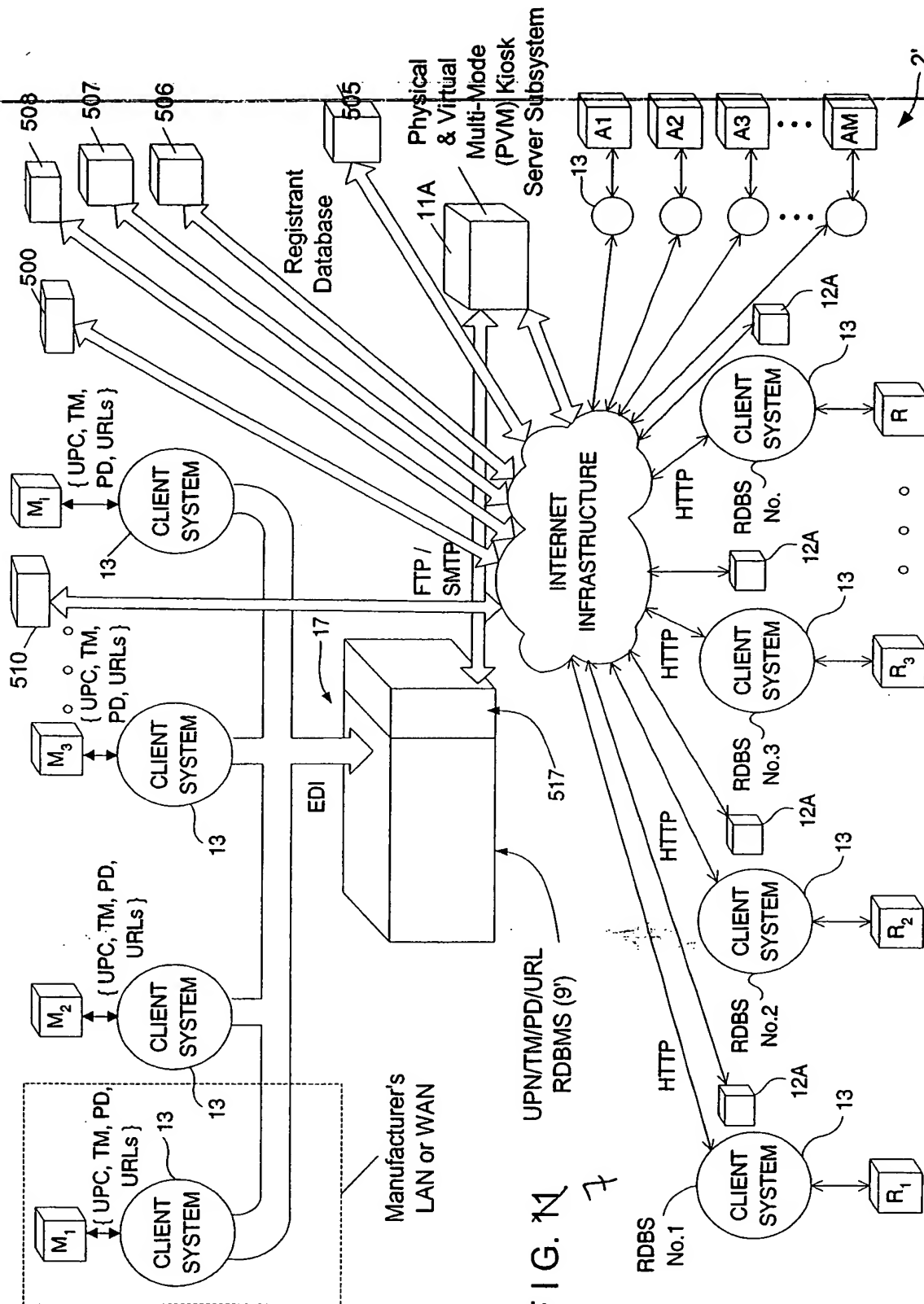
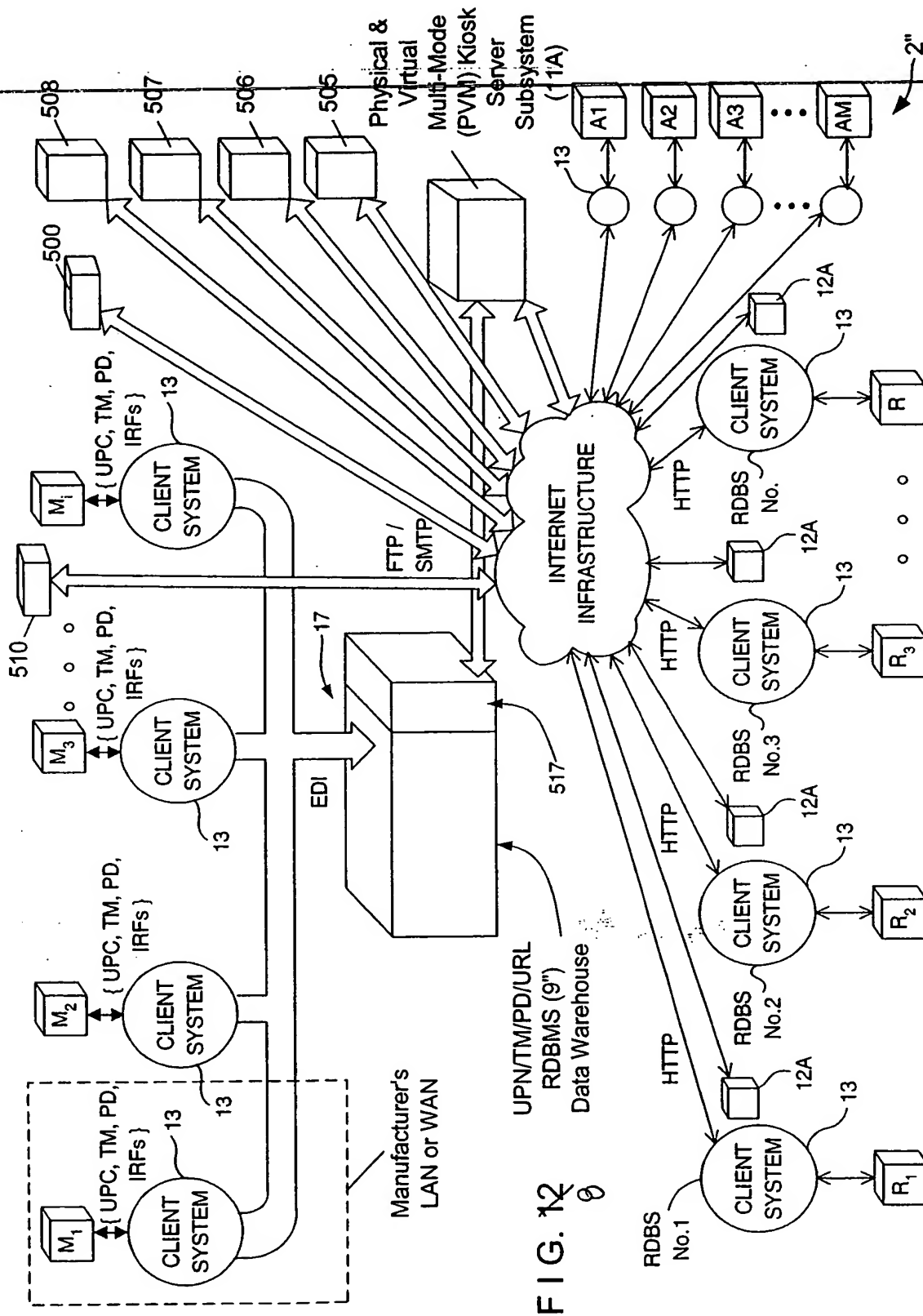
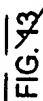


FIG. 10A1

6A1







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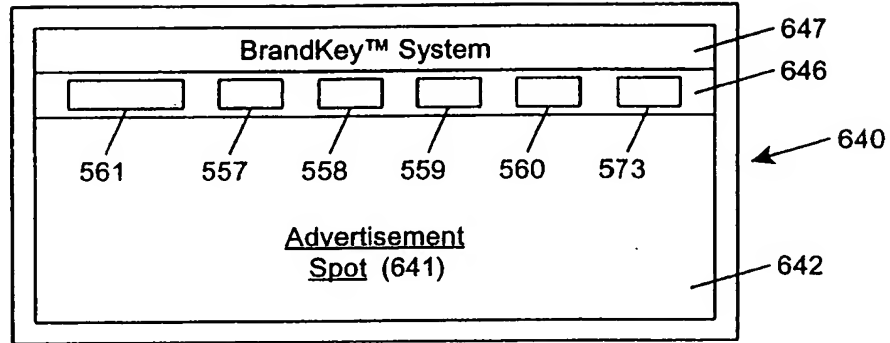


FIG. 42A 10A

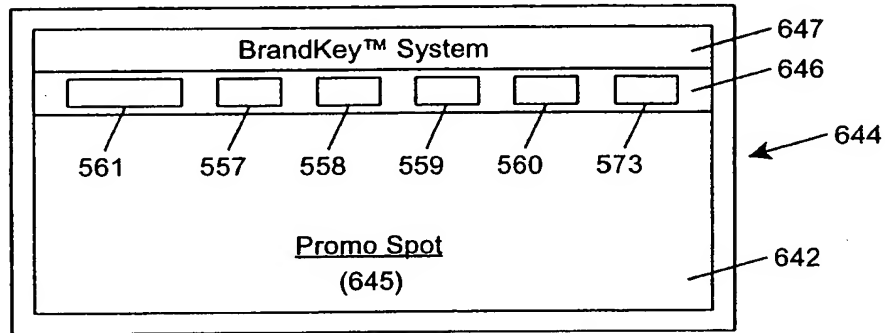


FIG. 42B 10B

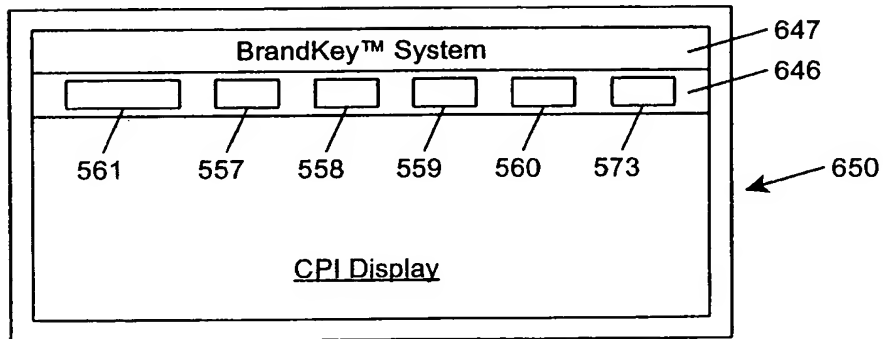
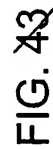


FIG. 42C 10C

BrandKey Create™, BrandKey Display™, BrandKey Promote™, BrandKey Request™ Subsystems (501, 502, 503, 504)



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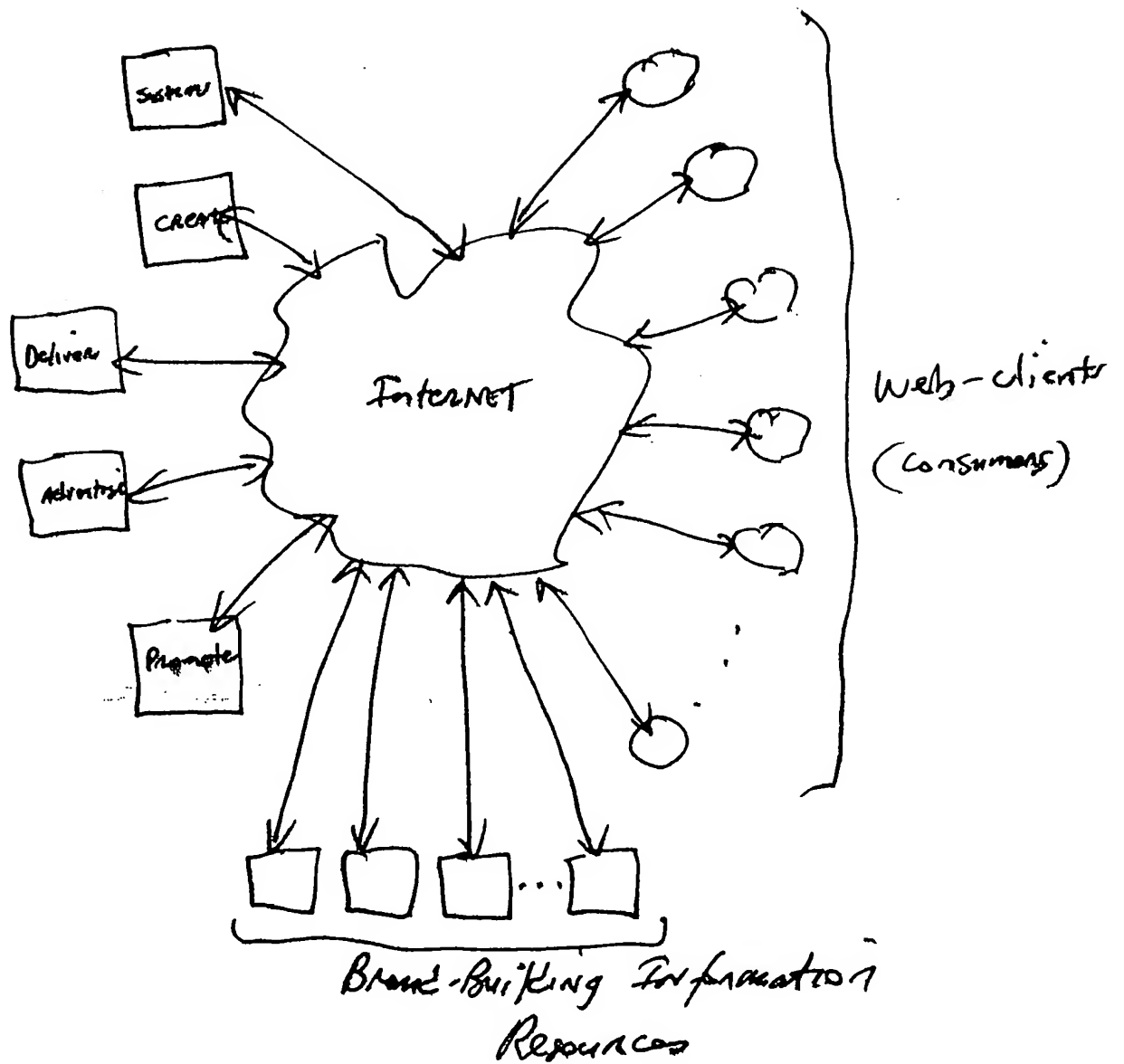
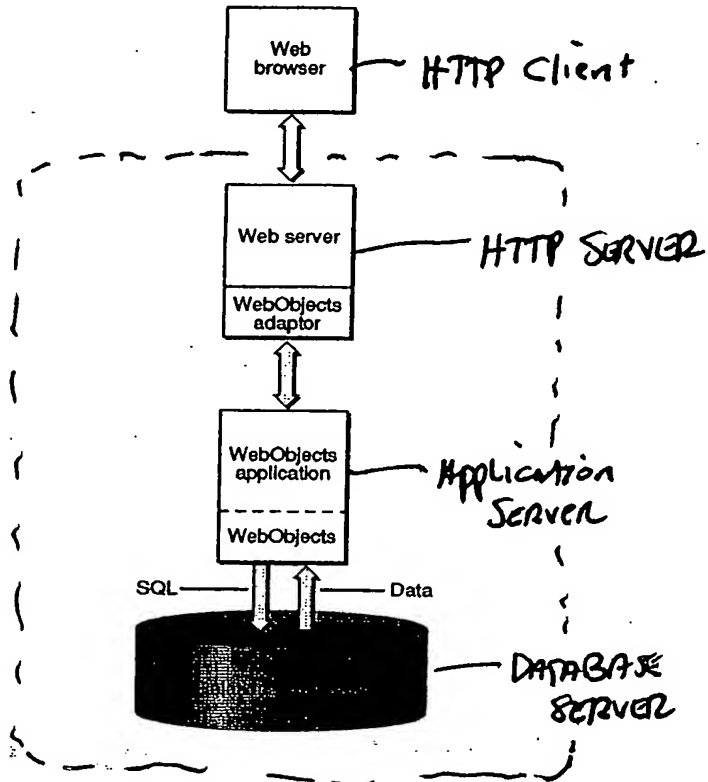


FIG. 45A1

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WebObjects HTML-based application communication chain



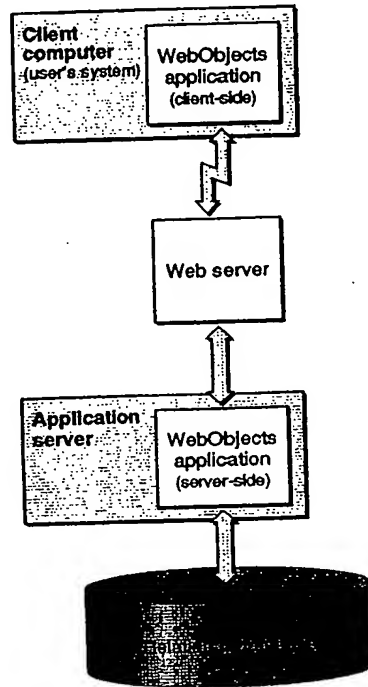
The WebObjects Architecture

FIG. 45A2

12B

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Java Client's distributed, multitier architecture



Java Client Architecture

FIG. 45A3

12C

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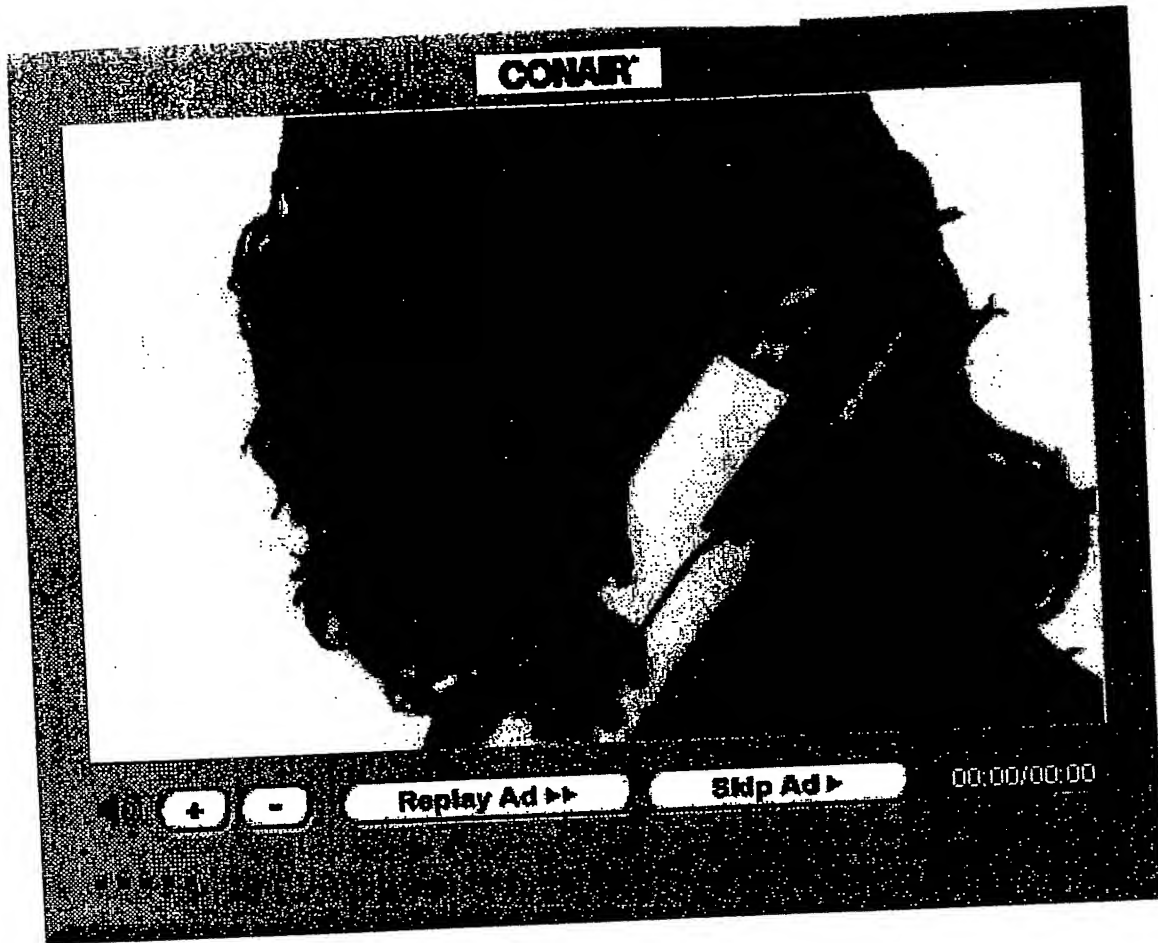


FIG. 50-D1

PS-VIC

VONA 13A

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FIG. 50DZ

13B

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CONAIR

CONAIR

Contest: What Conair did for me!

Send us photos of your hairstyle before and after you used a Conair hair care appliance and you could win a prize!



 Send in your picture and win a gift!

40 + - **Replay Promo >>** **Skip Promo >** 00:00:00:00

> Mother's Day Sale ... All Products May 2-12

FIG. 50 D3

13C

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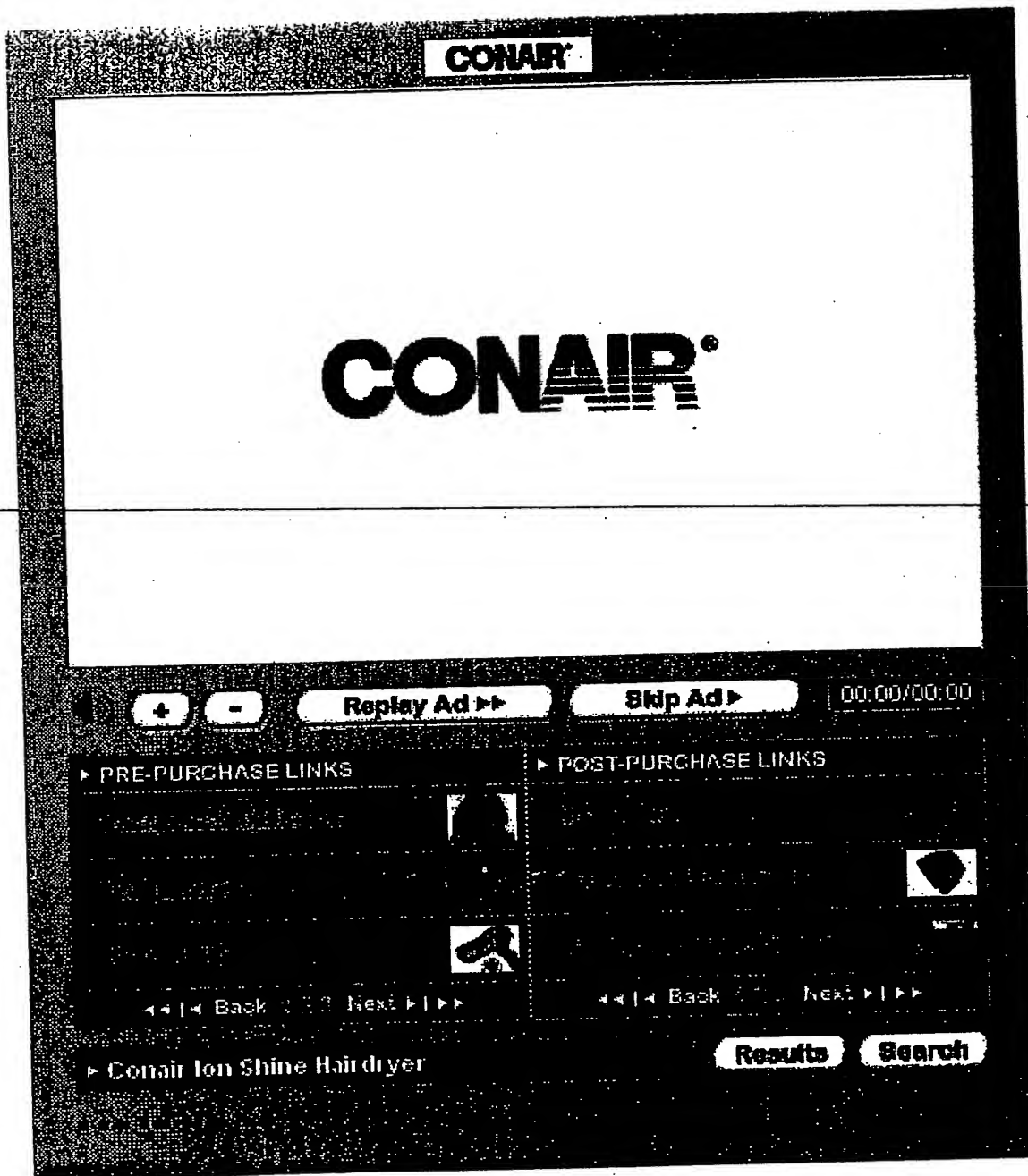


FIG. 50D4

13D

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CONAIR

Ion Shine
Model 1461



Ion Shine Hair Dryer
Currently in stock.
Typically ships within 24 hours.

Item# CON 1461 20% OFF
Price: \$ 29.99
Promo price: \$ 23.99

[Add to Cart](#) [Email a friend](#)

Features:

- 1875 Watts of Drying Power
- Full Size
- Ionic Device
- Quiet Tone Motor
- 2 Heat/Speed Settings
- Cool Shot Button

[Replay Ad >>](#) [Skip Ad >](#) 00:00/00:00

PRE-PURCHASE LINKS

POST-PURCHASE LINKS

[Shop Online](#) [Rating](#) [Vote](#) [Search](#)

FIG. 50D5
13E